

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – AP Tourism Promotional Campaign at Delhi International Airport by M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi - Sanction of Rs.51,83,000/- (Rupees Fifty One Lakhs Eighty Three Thousand only) including taxes per month – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 698

Dated:10-09-2013

Read the following:

1. From M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, Dt:20-05-2013.
2. Govt.Lr.No.2827/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.17th July, 2013.
3. Bill.No.TIM/Delhi/Pro/13-14/0014, from M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, Dt.23-07-2013.

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ORDER:

In the letter 1st read above, M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, has submitted a proposal for taking up advertising campaign for Andhra Pradesh Tourism branding at Delhi International Airport.

2. Accordingly, Government have issued orders in reference 2nd read above, for taking up selective at Delhi International Airport for a period of one month at the rate of Rs.51,83,000/- (Rupees Fifty One Lakhs Eighty Three Thousand only) including taxes. The media of promotion are:

Sl.No	Media Type	Location	Rate inclusive of printing & mounting charges (Rs)
1	Conveyor Belts (7 Double sided – 14 creatives)	Terminal 3 Domestic Arrivals	Rs.22,73,000/-
2	64 No.s Digital Screens	Terminal 3 Domestic Arrivals	Rs.15,50,000/-
3	Promotional Space	Terminal 1 Domestic Arrivals	Rs.13,60,000/-
TOTAL AMOUNT NOT EXCEEDING RS. 51,83,000/- INCLUDING TAXES PER MONTH			

3. In the reference 3rd read above, M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, has submitted bill along with the photographs as proofs upon erection of the media for A.P Tourism to be placed at Delhi International Airport from 22nd August 2013 to 22nd September 2013 and requested for release of amount of Rs.51,83,000/- (Rupees Fifty One Lakhs Eighty Three Thousand only) including taxes per month and requested the Government to release payment.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.51,83,000/- (Rupees Fifty One Lakhs Eighty Three Thousand only) including taxes per month to M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, for AP Tourism Promotional towards erection of A.P Tourism Hoardings at Delhi International Airport for one month duration starting 22nd August 2013.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi, through on line. The details of Bank account is as follows:-

Account Name	: M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi
Account No	: 000751000423
Name of the Bank	: ICICI Bank Ltd.,
Branch	: 9A, Phelps Building, Connaught Place, New Delhi.-110001.
IFSC Code	: ICIC0000007

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. TIM Delhi Airport Advertising Pvt., Ltd, New Delhi.
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER